

IMPLEMENTATION GUIDE

Sun Safety Among U.S. Postal Service Letter Carriers (“Project SUNWISE”)

*Using an Evidence-Based Program to develop
a process model for program delivery in the practice setting*

Note: Refer to “Using What Works: Adapting Evidence-based Programs to Fit Your Needs” and the handouts in Modules 4 and 5 to modify and evaluate this program to meet the needs of your organization and audience.

“Using What Works” is available online at
http://cancercontrol.cancer.gov/use_what_works/start.htm.

To receive training on “Using What Works,” contact the NCI Cancer Information Service and speak to a Partnership Program Representative in your area. This information is available online at <http://cancercontrolplanet.cancer.gov/partners/index.jsp?cctopic=C>.

I. Program Administration (Type of Staffing and Functions Needed)

Health Educators

- Distribute hats, and refillable bottles of sunscreen, and coupons good for discounts on replacement hats
- Install sunscreen dispensers and refill them monthly
- Distribute materials encouraging use of sun protective behaviors
- Deliver five 5- to 10-minute educational presentations

II. Program Delivery

For additional information on modifying program materials, refer to Module 4, Handouts #2 and #6 in “Using What Works”: Adaptation Guidelines and Case Study Application.

A. Program Materials (All listed materials can be viewed and/or downloaded from the Products Page, except as noted):

- **Postal scripts:** for sun safety presentations
- **Wide-brimmed hats** (to be provided by the implementer)
- **Sunscreen bottles and dispensers** (to be provided by the implementer)

B. Program Implementation:

The steps used to implement this program are as follows:

Step 1: Health educators visit participating postal stations and distribute free 12-ounce refillable bottles of sunscreen, hats, and coupons for discounts on replacement hats to the letter carriers. The health educators install large pump bottles of sunscreen in locker rooms at the intervention stations, which they refill regularly. They also distribute materials to promote use of solar protective strategies.

Step 2: Health educators deliver an introductory presentation at the beginning of the intervention followed by five 5- to 10-minute onsite educational presentations over a 2-year period. The introductory presentation includes information on the amount of ultraviolet radiation (UVR) letter carriers are exposed to and UVR as a skin cancer risk factor. A case study is given of a former carrier who had a precancerous growth removed. Protection strategies and specific information about the hats and sunscreen are given.

Step 3: Subsequent presentations offer the following themes: (1) importance of sun safety, even in winter; (2) sun safety for the eyes; (3) sharing sun safety tips with loved ones; (4) relevance of sun safety to letter carriers of all races/ethnicities; and (5) recap and encouragement to continue practicing sun safety behaviors. The presentations are given using large flip charts with colorful illustrations tailored to letter carriers.

III. Program Evaluation

For additional information on planning and adapting an evaluation, refer to Handouts #2-8 in Module 5 of “Using What Works.”

For further assistance in designing and conducting an evaluation, go to the Cancer Control P.L.A.N.E.T. Web site and see Step 2: Identify potential partners to find a research partner in your area. This information is available online at

<http://cancercontrolplanet.cancer.gov/partners/researcher.jsp?cctopic=0>.